

# 2011 Storming the Sound Conference

A One-Day Conference on Environmental and Sustainability Education

March 25, 2011  
9:00 am-4:00 pm  
Seattle Art Museum  
1300 First Avenue, Seattle, WA

***Making connections for Puget Sound:  
Building on the past, looking toward the future***



## Conference Program

# 2011 Storming the Sound Conference Agenda

**8:30 am Registration**

**9:00 am Welcome Address (Auditorium)**

**9:15 Keynote with Kathy Fletcher (Auditorium)**

**9:45 Break**

**10:00 am Concurrent Sessions I**

**11:00 am Break**

**11:15 am Plenary Session with Dave Ward (Auditorium)**

**11:45 am E (Auditorium)**

**11:45-12:45 pm Lunch and Displays (Hallway)**

**1:00-2:00 pm Concurrent Sessions II**

**2:00 - 2:15 pm Break**

**2:15-3:15 pm Concurrent Sessions III**

**3:30 -3:45 pm Reflection and Closing**

# 2011 Storming the Sound Breakout sessions

## 9:15 – 9:45: Keynote Address:

### (Auditorium)

The importance of educator's role in interpreting science, multiplying reach, and creating a curious and engaged populace in order to build a constituency of residents supporting the tough choices society needs to make to protect and restore Puget Sound.

There is a role for everybody in saving Puget Sound and by working together we can achieve this goal. Think about how your decisions as a consumer, homeowner, traveler, parent, student or voter affect the Sound specifically and the environment more broadly. Motivated consumers can change a market, educated homeowners can save a beach, and voters can elect Puget Sound champions.

Kathy will share her perspective on what's needed to achieve a healthy Puget Sound, focusing on the key role of educators in facilitating citizens and students to take action.

*Kathy Fletcher, Executive Director, People For Puget Sound*

## 10:00 – 11:00: Concurrent Session I

### 1a. Watershed Report, Year Two (Auditorium)

Successfully piloted in 2010, learn why this strategically charming program reached 5,000 people...so far.

Narrated entirely by local high school students, the Watershed Report is an award winning series of short films that track sustainability trends in the 13 school districts and 27 cities of the greater Lake Washington Watershed. Updated annually, it's like a collaborative report card with our local government partners and the nearly 2 million residents who share the same watershed address. Watch segments of the videos and learn how you can put this powerful new communication and measurement tool to work in our own school district, city and community.

*Peter Donaldson and Sue Rooney, of the Friends of the Cedar River Watershed*

### **1b. Cutting to the Chase: Proven Methods to Change Environmental Behaviors : ( Lecture Hall)**

In case you missed this workshop last year, here's your chance to get the latest tips from social psychology, behavioral economics and brain science on how to change behavior. What common mistake causes messages to self-destruct? What persuasion tip can you borrow from Benjamin Franklin? This workshop will answer these and other questions. You will learn how to use key principles, such as reciprocity, social proof and loss aversion, to develop more persuasive environmental programs and more effective messages. Annette Frahm is a seasoned environmental communications professional, with decades of experience helping local governments with strategic communications planning, social marketing, writing for print and web, market research and evaluation.

*Annette Frahm, Sage Enviro*

### **1c. Turning the Tide on Toxics : (Arnold Board room A)**

Heather and Anna will talk about the loading of toxic chemicals into the Puget Sound basin, key chemicals of concern, the loading pathways, and what we can do about it. Topics include: how toxic chemicals affect you and Puget Sound; top toxic chemicals and where they come from; how to help prevent toxic overload; efforts related to children's products; and tips on communicating this information to others. This session offers in-depth and technical information beyond the basics.

*Anna Dyer, WA Toxics Coalition*

*Heather Trim, People For Puget Sound*

### **1d. RainWise program School & homeowner outreach: (Arnold Board room B)**

Audience will gain a basic understanding of Seattle's Combined Sewer Overflow (CSO) and stormwater problem. A summary of RainWise, a Seattle Public Utility (SPU) CSO reduction program offering incentives to install roof fed rain gardens/cisterns in portions of Seattle with CSO problems. Presentations main focus will be on the SPU partnership with Seattle Public Schools (SPS) to install RainWise demonstration rain gardens and cisterns at specific campuses. Details of how SPS concerns are being addressed, lessons learned from previous projects, and how students are being engaged. Sharing details on which schools could be RainWise program demonstration sites, methodology of school selection, and

sharing SPS/SPU general guidelines for a rain garden/cistern projects. Conclude with a montage of completed SPS rain garden projects and solicit audience feedback.

As a complement to the session on Seattle Public Utilities' RainWise program and CSO control efforts, this session will focus on the residential side of the of program. We will discuss the mechanisms that allow us to educate and recruit homeowners to install rain gardens and cisterns under this innovative rebate program.

*Bob Spencer and Craig Chatburn, Seattle Public Utilities*

### **1e. Using Inquiry to Teach Ecology (Arts Studio)**

Inquiry-based approaches to science education focus on student-constructed learning as opposed to teacher-transmitted information. This session will provide participants with an overview of inquiry science teaching techniques and examples of how to use inquiry to teach plant identification, animal adaptations, biodiversity, processes of erosion, and ecological investigations. Participants will view demonstrations and engage in hands-on group work.

*Cara Ianni, Stilly-Snohomish Fisheries Enhancement Task Force*

## **11:15 – 11:45: Plenary Session**

**(Auditorium)**

### **Implementing the Action Agenda – (section E.4 Education and Outreach)**

"Reflections by Dave Ward, Puget Sound Partnership, will provide some thought-provoking analysis and a little inspiration to help us move forward together in our efforts to save Puget Sound."

## **11:45 – 12:45: Lunch and Poster Session**

**(Hallway)**

## 1:00 – 2:00: Concurrent Session II

### 2a. Evaluating Training - Basics: (Auditorium)

This presentation will cover the basics of evaluating “training.” Here, “training” includes any effort to increase awareness of an issue; increase knowledge about an issue; change the audiences’ attitude and/or values about an issue; reduce personal barriers toward taking an action to remedy part of all of an issue; provide the knowledge and skills to take an action; and support the continued maintenance of the action. Attendees will have an opportunity to design a creative way to evaluate one part of training. Learning Objectives:

- Commonly used elements for evaluating training
- Examples of evaluation methods
- Hands on practice for designing one element of training evaluation

*Trudy Rolla, King County, Local Hazardous Waste Management Program*

### 2b. Social Media Training (Lecture Hall)

This session will give participants step by step instructions on how to publish information, how to pass it on to friends/followers, and show participants how to send information to Puget Sound Starts Here.

*Rae McNally, Puget Sound Partnership*

*Suzi Wong-Swint, Snohomish County*

### 2c. Teaching About Toxics with the Department of Ecology: (Arnold Board room A)

What are some common hazardous household products? How can your students learn to make informed choices, for their own health and the environment, when buying products? How are students exposed to hazardous chemicals? You can teach these concepts and many more using the Hazards on the Homefront curriculum for 6th to 12th grades. Session includes the “Exposure Game” and “Dose Response” activities from Lesson 8, “Exposed: My Life with Chemicals.” Participants will come away with a FREE CD of the entire curriculum and an overview of how to use it. The session will also introduce participants to Ecology’s Toxic Free Tips service, a FREE source of information on all types of hazardous chemicals.

*Mariann Cook-Andrews, WA Dept of Ecology*

## **2d. Puget Sound Starts...in the Classroom (Arnold Board room B)**

This cinematic feature follows 3 teens as they learn about stormwater pollution and discover “Puget Sound Starts Here”. We’ll have a sneak preview of this new 25-minute, HD video developed in cooperation with K-12 science resource staff and city outreach professionals from Seattle, Everett, and Tacoma, with a grant from the Department of Ecology. The film will be piloted in middle school classrooms this spring and is appropriate for a stand-alone element or an extension to ties to, Population Ecosystems, Pollution Solutions and Land and Water science kits. Come hear the project team talk about their experiences and impressions as they discovered local issues along with the characters. A short general public version is in development – see the teaser at:

<http://vimeo.com/bogdandarev/pspteaaser>

*Beth Miller, City of Seattle*

## **2e. aLIVE: a Low Impact Vehicle exploration (Arts Studio)**

The aLIVE project aims to spark interaction across disciplines, showcase ideas and suggest action around issues of energy, livability and design, inspiring connections between transportation, transit and storm water systems. Eight artists were commissioned by 4Culture in partnership with Great City to create prototypes of low impact vehicle related proposals. These range from maquettes to working vehicles, sculpture to performance. All aLIVE projects encourage re-examination of the infrastructure that so negatively affects our environment. aLIVE is supported with multiple social media, website and blog sites. Project take-aways will include methods for modeling social change using arts and culture, building a social media program and crowd-sourcing activity and discussion around themes of sustainability and community. Undriving licensing and DIY low impact vehicle activities will be available.

*Tina Hoggatt, Outreach and Education, Public Art 4Culture*



## 2:15 – 3:15: Session III

### 3a. Strategies to Inform and Engage Communities Surrounding Toxic Cleanup Sites (Auditorium)

Duwamish River Cleanup Coalition/Technical Advisory Group (DRCC/TAG) and its community partners present strategies and tools for outreach to Latino, Asian-Pacific Islander, and other communities impacted by ongoing pollution of the Duwamish River in South Seattle. Since 2001, DRCC/TAG has involved over 6,000 people in the cleanup and restoration activities along the Duwamish River, many of whom are from low income, recent immigrant and other typically marginalized communities.

During the December 2010 Public Meetings about the Lower Duwamish River Superfund cleanup, DRCC and its government and community partners used non-traditional tools and activities to gather public input, questions, and concerns regarding the complicated river wide toxic sediment removal process. DRCC/TAG also worked with an after-school youth environmental justice program from the International District to create a video about the Duwamish fishermen, which offered a critical (and typically overlooked) voice to community comments regarding the Duwamish Superfund cleanup.

DRCC/TAG will outline some of these and other successful strategies, and then open up dialog with participants to share strategies that have worked elsewhere, and also what barriers to diverse participation still need to be overcome.

*Cari Simson, Duwamish River Cleanup coalition*

### 3b. Social Media Training (Lecture Hall)

This session will give participants step by step instructions on how to publish information, how to pass it on to friends/followers, and show participants how to send information to Puget Sound Starts Here.

*Rae McNally, Puget Sound Partnership*  
*Suzi Wong-Swint, Snohomish County*



### 3c. Not Just Recess: Meaningful Education in the Outdoors (Arnold Board room A)

Come learn how to connect classrooms and organizations to involve students in real-world project based learning that benefits their schoolyard or local environment. This session will introduce Pacific Education Institute's project based learning model, and give tips on how to give students meaningful experiences in the outdoors that empower them to become engaged citizens. Teachers and non-formal educators can both benefit from this hands-on session, which shows how students can reach classroom goals while completing projects in the outdoors.

*Breanna Trygg, Pacific Education Institute*

### 3d. Eco-Schools USA / Cool Schools Challenge: (Arnold Board room B)

Eco-Schools USA provides a framework to help educators green their school building, school grounds and curriculum. It improves academic performance, leads to financial savings, and helps students engage better at school. Our interactive session will help teachers understand this flexible program and move towards becoming sustainable, internationally recognized Eco-Schools.

- Educate participants about the internationally acclaimed Eco-Schools program and how schools can connect and share with other countries around the country and internationally.
- Identify and Share benefits of Eco-Schools USA program participation.
- Disseminate case studies of Eco-Schools in practice.
- Highlight how the program's framework allows you to adapt any program's resources to help your school accomplish its goals, including those offered by Washington Green Schools, Cool School Challenge, and Facing the Future.

*Courtney Sullivan, National Wildlife Federation, Pacific Region*

#### ***Cool Schools Challenge***

Imagine students involved in one of the most interesting and timely topics of the 21st century. They're learning how they can reduce their environmental impact, protect life in the water, mitigate their individual carbon footprint, and get their school involved in the process. They're involved because their teacher took time to learn about the Cool Schools Challenge! The Cool School Challenge aims to motivate students, teachers, and school districts to reduce carbon dioxide and

other greenhouse gas emissions schoolwide. At the heart of the Cool School Challenge is the philosophy that big changes start with small steps, and that taken together, simple individual actions create a world of difference. This session will include a discussion of how water is affected by climate change and how schools can help!

*Erin Hislop, Triangle Associates*

### **3e. Make a Sound Impact: Engaging Students in Stormwater Education and Mitigation: (Arts Studio)**

Engage students with Puget Sound and 21st century skills. Using hands-on lessons, digital storytelling, and service learning, middle and high school students will be empowered to take action to strengthen the Sound's ecosystems. Through interdisciplinary lessons, students investigate watersheds and stormwater pollution, explore local geography, and develop civic engagement.

Participants will take part in lessons that include:

- Technology-integrated components including interactive whiteboards, data analysis, and video storytelling
- resources to engage multiple learning styles (e.g., role-plays and interactive maps)
- local service learning links for action projects
- correlations to Washington State science, social studies, and environmental and sustainability education standards
- a digital video contest students can participate in between July and December, through which they can voice their opinions around how to keep the Puget Sound healthy
- resources for learning about sources and treatment of stormwater pollution
- opportunities to explore interconnections between stakeholder needs and mitigation planning
- connections to 21st century skills including collaboration, systems thinking, critical thinking, and multiple perspectives

*Laura Skelton, Facing the Future*

## **3:30 – 3:45: Reflection/Door Prize Drawing**

### **(Auditorium)**

*Prizes include a package of two tickets (\$100 each) for the Sound Voyage 2011 day trip on board the Adventuress with People For Puget Sound as they celebrate their 20th anniversary. Must be present to win!*

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